

FIG. 1A

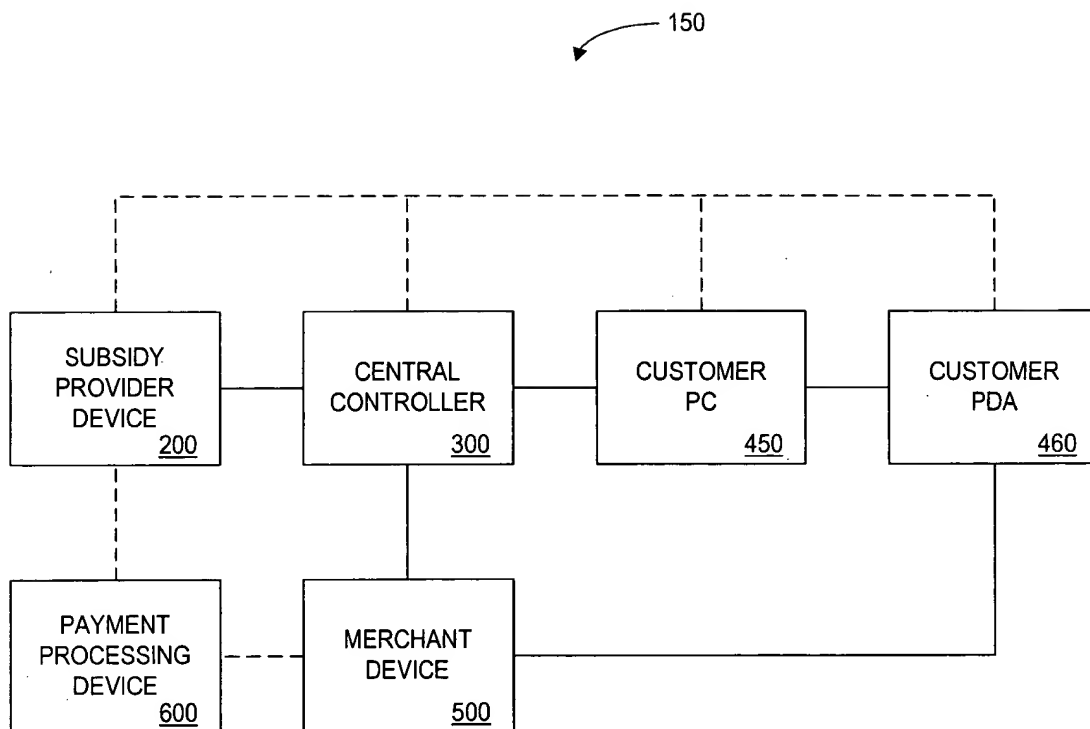


FIG. 1B

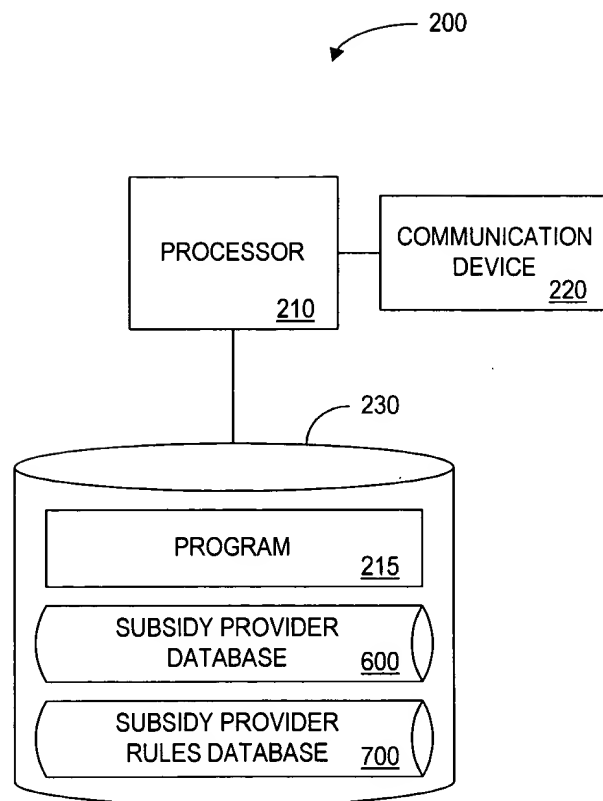


FIG. 2

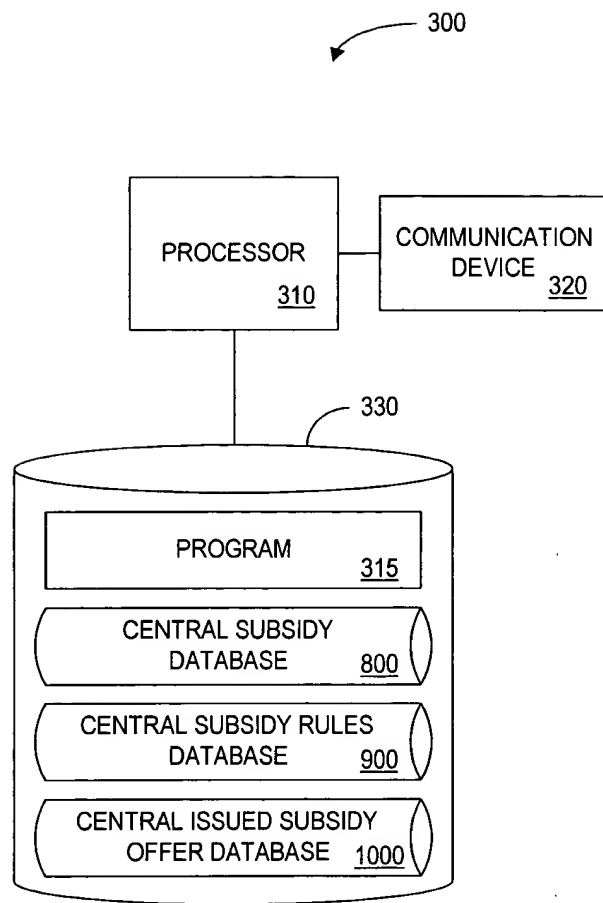


FIG. 3

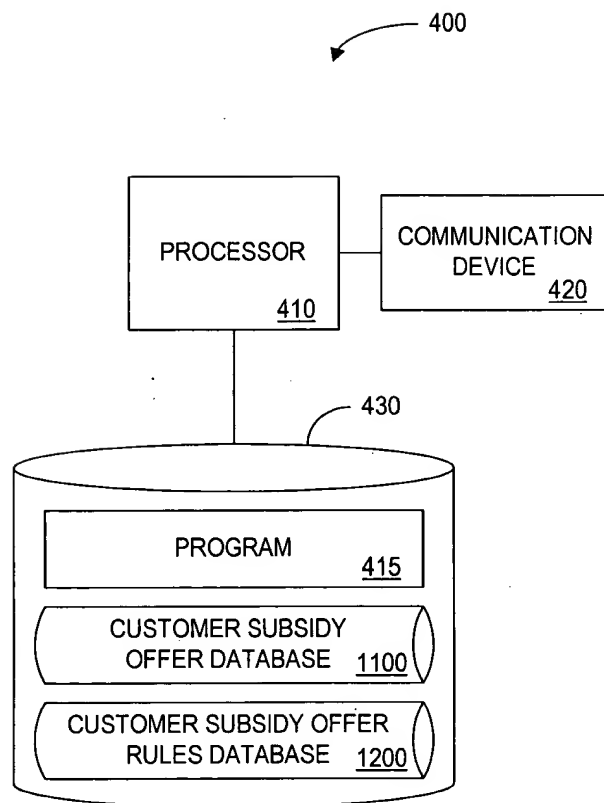


FIG. 4

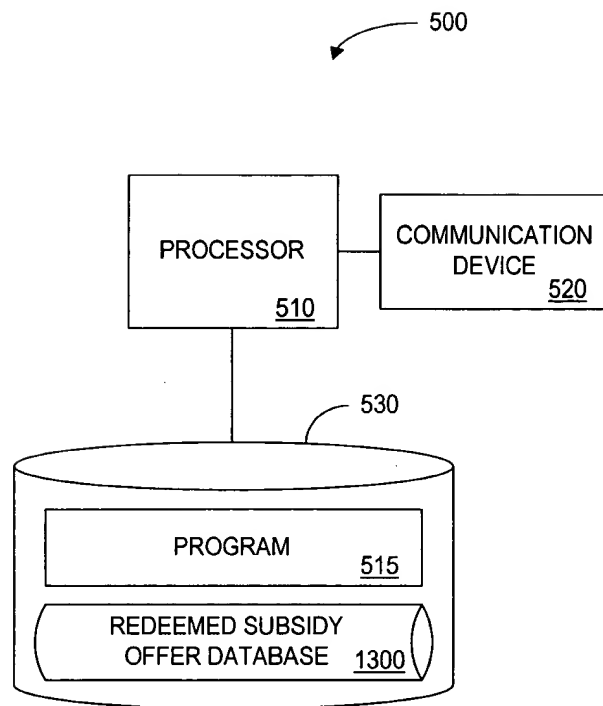


FIG. 5

600

SUBSIDY IDENTIFIER 602	DESCRIPTION 604	TASK 606	BENEFIT 608	EXPIRATION DATE 610	REDEMPTION CODE FORMAT 612
S1001	EARN \$50 CREDIT TOWARDS YOUR PURCHASE IF YOU APPLY FOR A CAPITAL ONE® CREDIT CARD RIGHT NOW!	CUSTOMER FILLS OUT CAPITAL ONE® CREDIT CARD APPLICATION	\$50.00	12/31/02	1001 + <CUSTOMER IDENTIFIER>
S1002	YOUR PURCHASE IS FREE IF YOU ARE APPROVED FOR A CAPITAL ONE® CREDIT CARD ... SIGN UP NOW!	CUSTOMER IS APPROVED FOR A CAPITAL ONE® CREDIT CARD	UP TO \$100.00	12/26/02	1002 + <TRANSACTION IDENTIFIER> + <DATE>
S1003	CALL THIS NUMBER TO HEAR MORE ABOUT OUR NEW GOLD CARD AND RECEIVE A TWO YEAR WARRANTY FOR YOUR NEW COMPUTER ... FREE!	CUSTOMER CALLS A TELEPHONE NUMBER	TWO YEAR WARRANTY	12/01/02	SP101 + S1003 + <CUSTOMER IDENTIFIER>

FIG. 6

700

SUBSIDY IDENTIFIER 702	EVALUATION CRITERIA 704	TOTAL PROVIDER QUANTITY 706	CURRENTLY AVAILABLE PROVIDER QUANTITY 708
S1001	CUSTOMER NOT CURRENT CAPITAL ONE® CARDHOLDER	1000	800
S1002	(1) ITEM PRICE < \$100.00 AND (2) CUSTOMER RESIDES IN ZIP CODE 06897, 02987, 01287, OR 88166	500	0
S1003	ITEM CATEGORY OF "COMPUTER"	10000	2000

FIG. 7

800

SUBSIDY PROVIDER IDENTIFIER 802	SUBSIDY IDENTIFIER 804	DESCRIPTION 806	TASK 808	BENEFIT 810	EXPIRATION DATE 812	REDEMPTION CODE FORMAT 814
SP101	S1001	EARN \$50 CREDIT TOWARDS YOUR PURCHASE IF YOU APPLY FOR A CAPITAL ONE® CREDIT CARD RIGHT NOW!	CUSTOMER FILLS OUT CAPITAL ONE® CREDIT CARD APPLICATION	\$50.00	12/31/02	1001 + <CUSTOMER IDENTIFIER>
SP101	S1002	YOUR PURCHASE IS FREE IF YOU ARE APPROVED FOR A CAPITAL ONE® CREDIT CARD ... SIGN UP NOW!	CUSTOMER IS APPROVED FOR A CAPITAL ONE® CREDIT CARD	UP TO \$100.00	12/26/02	1002 + <TRANSACTION IDENTIFIER> + <DATE>
SP101	S1003	CALL THIS NUMBER TO HEAR MORE ABOUT OUR NEW GOLD CARD AND RECEIVE A TWO YEAR WARRANTY FOR YOUR NEW COMPUTER ... FREE!	CUSTOMER CALLS A TELEPHONE NUMBER	TWO YEAR WARRANTY	12/01/02	SP101 + S1003 + <CUSTOMER IDENTIFIER>
SP102	S2001	THIS MAGAZINE IS FREE IF YOU AGREE TO SHOP AT KING KULLEN® AGAIN NEXT WEEK	CUSTOMER SHOPS AT KING KULLEN® NEXT WEEK	FREE MAGAZINE	NONE	SP102 + S2001 + <CUSTOMER IDENTIFIER>
SP103	S3001	ONE DOLLAR OFF THIS PURCHASE IF YOU HAVE LUNCH AT BURGER KING® TODAY	CUSTOMER MAKES A PURCHASE AT BURGER KING® BEFORE 5:00 PM	\$1.00	NONE	SP103 + S3001 + <CUSTOMER IDENTIFIER>

FIG. 8

900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

900
→

SUBSIDY IDENTIFIER 902	EVALUATION CRITERIA 904	TOTAL CENTRAL QUANTITY 906	CURRENTLY AVAILABLE CENTRAL QUANTITY 908
S1001	CUSTOMER NOT CURRENT CAPITAL ONE® CARDHOLDER	200	50
S1002	(1) ITEM PRICE < \$100.00 AND (2) CUSTOMER RESIDES IN ZIP CODE 06897, 02987, 01287, OR 88166	500	400
S1003	ITEM CATEGORY OF "COMPUTER"	8000	7000
S2001	PURCHASE OF AT LEAST \$50.00, INCLUDING A MAGAZINE, AT ANY KING KULLEN®	15000	500
S3001	ANY PURCHASE AT A MERCHANT WITHIN TWO MILES OF BURGER KING®	100000	15000

FIG. 9

FIG. 10

1000

SUBSIDY OFFER IDENTIFIER <u>1002</u>	CUSTOMER IDENTIFIER <u>1004</u>	STATUS <u>1006</u>	REDEMPTION CODE <u>1008</u>
S1001-O235	C1001	OPEN	1001C1001
S1001-O236	C1002	REVOKED	1001C1002
S1002-O211	C1001	REDEEMED	1002T1001_12/15/02
S2001-O941	C3256	OPEN	SP102S2001C3256

FIG. 10

1100

SUBSIDY OFFER IDENTIFIER <u>1102</u>	DESCRIPTION <u>1104</u>	EXPIRATION DATE <u>1106</u>	REDEMPTION CODE <u>1108</u>	STATUS <u>1110</u>
S1001-O235	EARN \$50 CREDIT TOWARDS YOUR PURCHASE IF YOU APPLY FOR . . .	12/31/02	1001C1001	OPEN
S1002-O211	YOUR PURCHASE IS FREE IF YOU ARE APPROVED . . .	12/26/02	1002T1001_12/15/02	REDEEMED
S3001-O431	ONE DOLLAR OFF THIS PURCHASE IF YOU HAVE . . .	NONE	SP103S3001C1001	REVOKED

FIG. 11

1200

SUBSIDY OFFER IDENTIFIER <u>1202</u>	CUSTOMER RULE(S) <u>1204</u>	CUSTOMER QUANTITY <u>1206</u>
S1001-O235	ANY PURCHASE	1
S1002-O211	ITEM PRICE < \$100.00	1
S3001-O431	ANY PURCHASE AT A MERCHANT WITHIN TWO MILES OF BURGER KING®	5

FIG. 12

1300

REDEEMED SUBSIDY OFFER IDENTIFIER <u>1302</u>	CUSTOMER IDENTIFIER <u>1304</u>	REDEMPTION DATE <u>1306</u>	SUBSIDY OFFER REDEMPTION CODE <u>1308</u>
S1002-O211	C1001	12/12/02	1002T1001_12/15/02
S4002-O432	C1234	12/13/02	1111-2222-3333-4444
S2001-O873	C2131	12/13/02	SP102S2001C2131

FIG. 13

1400

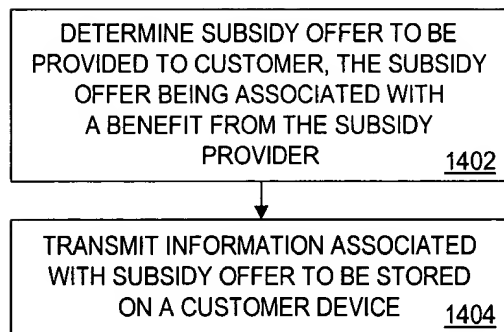


FIG. 14

1500

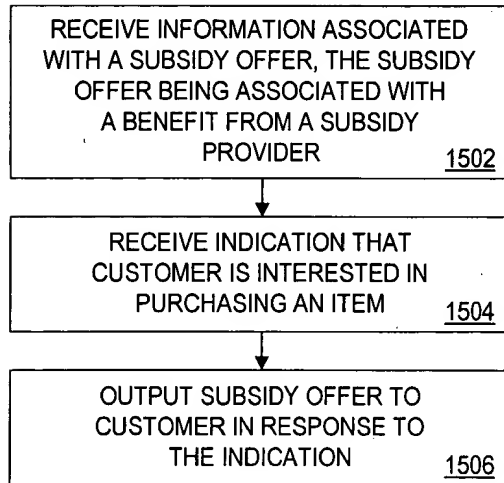


FIG. 15

1600

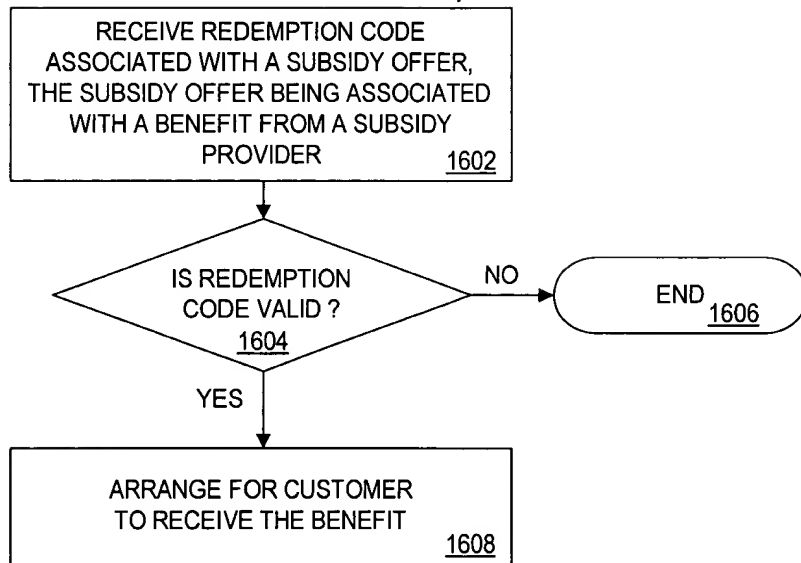


FIG. 16

1700

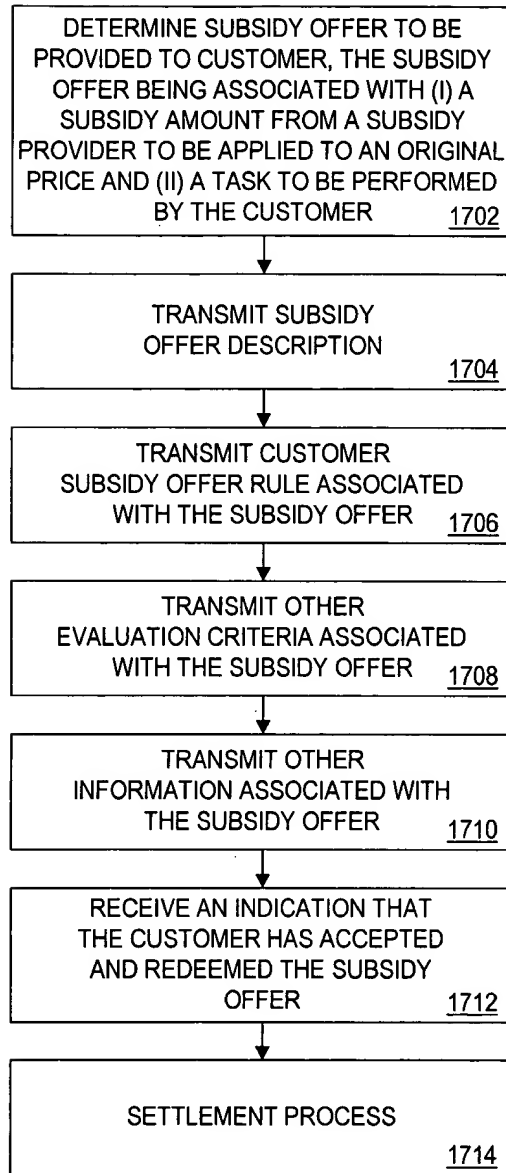


FIG. 17

1800

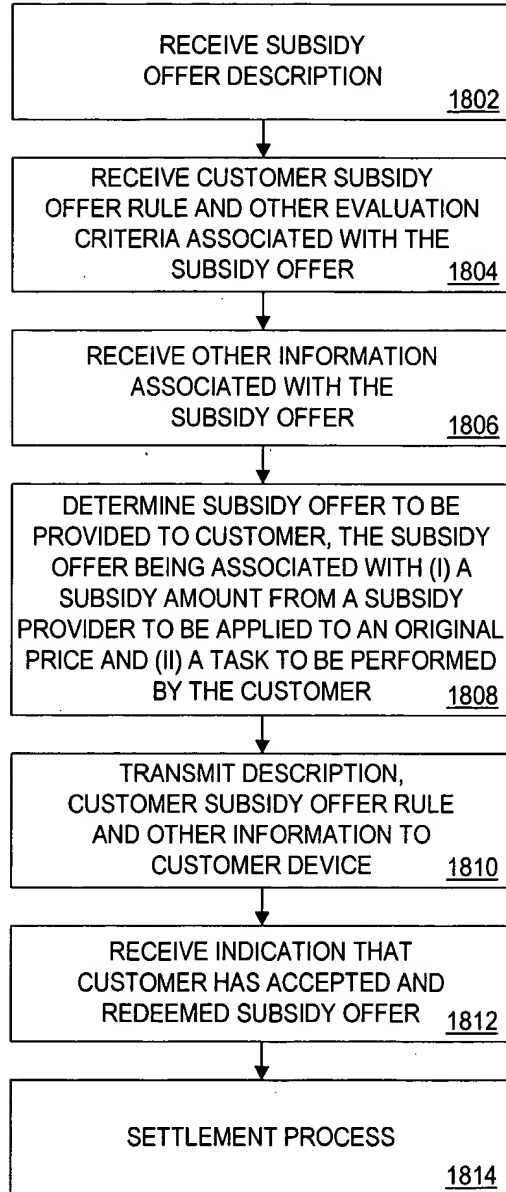


FIG. 18

1900

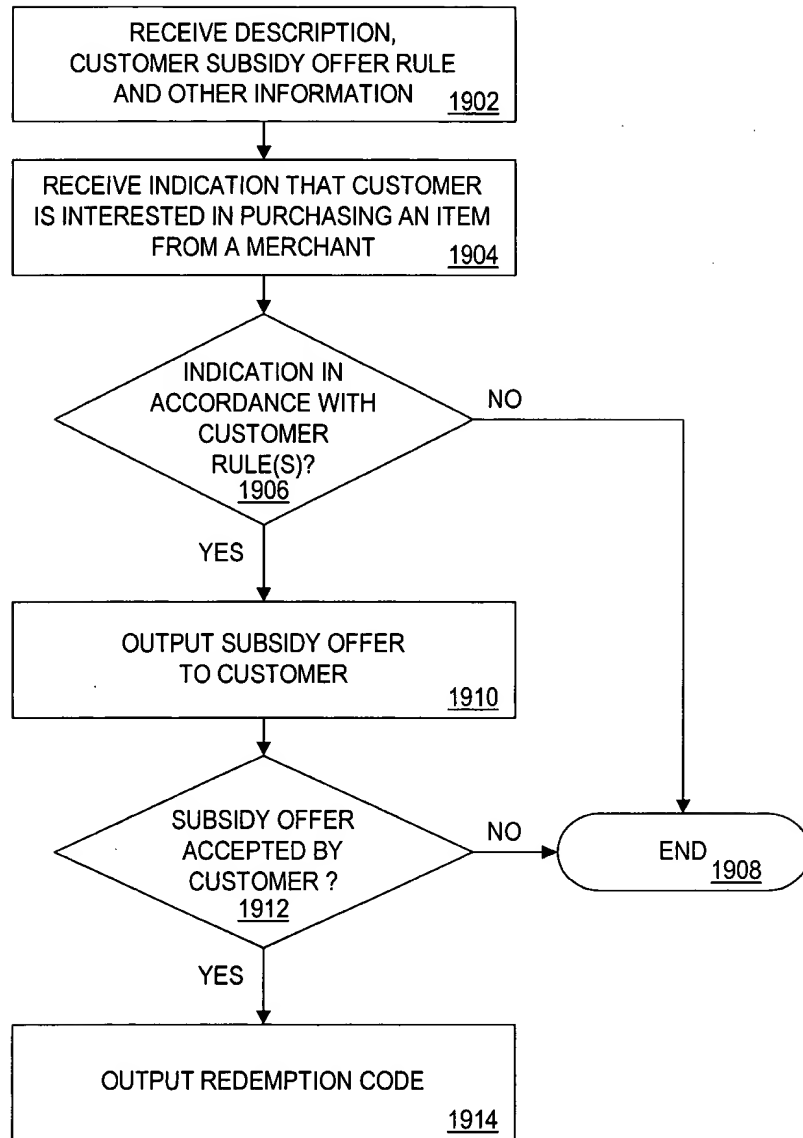


FIG. 19

2000

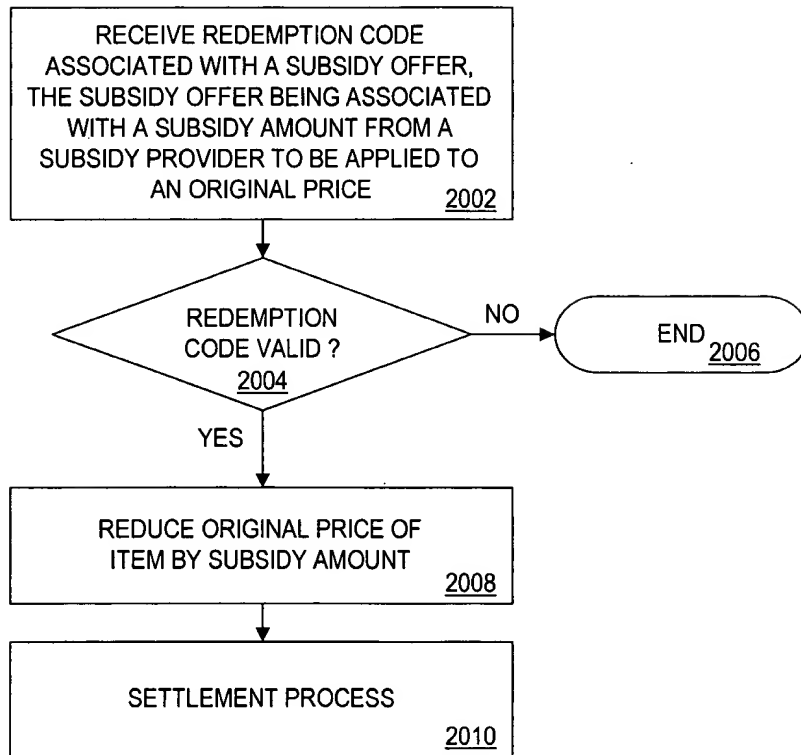


FIG. 20

460

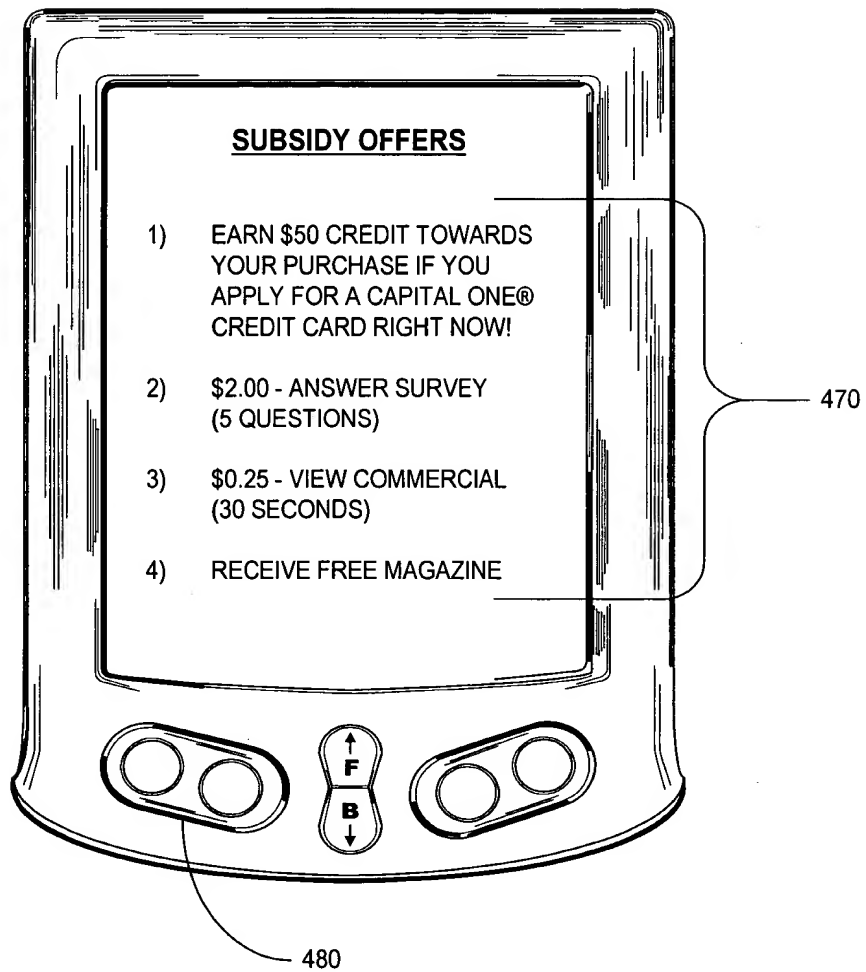


FIG. 21